

# HELP US TAKE BACK OUR STATE IN 2018

## THE 2018 ELECTION IS A TURNING POINT FOR OHIO.

This election will determine the future of women's rights in our state and whether Planned Parenthood health centers will remain open. We must elect Richard Cordray as governor and re-elect U.S. Senator Sherrod Brown – candidates who will stand up for women and protect Planned Parenthood's right to offer reproductive health care and safe, legal abortion in Ohio.

Through Planned Parenthood Votes Ohio, we will harness the power of the Women's March and Planned Parenthood's 100-year legacy to drive voters to the polls this November.

Thank you for hosting a PPVotes Ohio Fundraising event. Below are a few details to help you get started. Contact Jessica Kirsner at **614-390-5661** or **[jessica.kirsner@ppao.org](mailto:jessica.kirsner@ppao.org)**, for any questions and to let us know that you will be hosting an event.



## HOST A PPVOTES OHIO FUNDRAISER

You can help support PPVotes Ohio by hosting an intimate PPVotes Ohio fundraising event with people who share your passion. To host your PPVotes Ohio event, simply:

- Set a fundraising goal for your event. Fundraising \$2,500, \$5,000, or \$10,000 is an achievable goal for your PPVotes event.
- Recruit another host or two to help you plan and fundraise for your event. If you find two other hosts who each contribute \$500, you have already raised \$1,500. A co-host will also help you grow your invitation list.
- Invite your guests. Send the customizable PPVotes Ohio evite (attached) to your guests online.
- Share PPVotes Ohio materials, including the 2018 candidate slate (**[www.ppao.org/endorsements](http://www.ppao.org/endorsements)**).
- Follow-up with your guests. Send the customizable PPVotes Ohio thank you email (attached) to guests following your event.

**Thank you for making a difference in Ohio in 2018!**



**Together, we can elect Richard Cordray, who will protect women's rights, and re-elect Ohio's great champion U.S. Senator Sherrod Brown in 2018. Thank you for being a PPVotes Ohio advocate!**

## SAMPLE EMAIL INVITE

Personalize this email invitation template for your event. Adjust the “suggested contribution” levels to reflect your guests’ capacity to give. Include specific details, such as whether guests should expect refreshments or entertainment. Be sure to include links to PPVO’s website [www.ppvo.org](http://www.ppvo.org) and donation portal [www.ppvo.org/donate](http://www.ppvo.org/donate) so your guests can get involved.

Subject line:

**Join us on (insert your event date) in support of PPVotes Ohio**

Dear <guest name>,

<Name> and <Name> invite you to a reception supporting  
**Planned Parenthood Votes Ohio**

Join **our mission** to elect Richard Cordray for Governor and re-elect U.S. Senator Sherrod Brown—candidates who will protect reproductive rights in Ohio and in Washington D.C.

**<Day, Date>**  
<time> to <time>

**The Home of <host name or venue>**  
<Address>

**Host:** <Suggested contribution \$1,000>  
**Co-host:** <Suggested contribution \$500>  
**Sponsor:** <Suggested contribution \$250>  
**Champion:** <Suggested contribution \$100>  
**Advocate:** <Suggested contribution \$50>

Please RSVP to <name> at **<phone>** or **<email>**.

Unable to attend?

**Please consider a direct contribution to PPVotes Ohio here.**

Hope to see you there!  
<Your Name>

## SAMPLE THANK YOU EMAIL

Personalize this thank you email by referencing a memorable moment from your event. Be sure to include links to PPVO's website [www.ppvo.org](http://www.ppvo.org) and 2018 candidate slate [www.ppvo.org/endorsements](http://www.ppvo.org/endorsements) so your guests can stay involved.

Subject line:

**Thanks for supporting reproductive rights champions in 2018!**

Dear <guest name>,

Thank you for joining us to learn about Planned Parenthood Votes Ohio. <We/I> enjoyed seeing you, and <we/I> are so pleased that you are in this fight with us!

Together, we will help elect Governor Richard Cordray, U.S. Senator Sherrod Brown, and Ohio candidates who will stand up for reproductive rights in 2018.

If you were inspired to become a PPVO supporter, thank you! If you were unable to attend or you are still considering where your support can do the most good, I hope you will continue to **follow our work** in this critical election year. Please use and share this **list of candidates** who are reproductive health care champions.

<We/I> are so excited that so many are joining the PPVO movement. I encourage you to host your own PPVO event to share your passion for our cause. When we raise our voices together, we keep the movement for reproductive rights strong.

A victory for candidates who will protect our rights and our health care is a victory for all Ohioans.

Warm regards,  
<Host name>

P.S. If you haven't made a gift to PPVO yet, you can do so at [www.ppvo.org/donate](http://www.ppvo.org/donate) or by mailing a check, made payable to PPVotes Ohio, to 206 E. State St., Columbus, OH 43215

## ASKING GUESTS TO SUPPORT PPVO

The big moment of your PPVO event comes when **you're ready to ask your guests for donations.** Here are some tips to help with your fundraising ask:

- Before your event, print donation pledge forms; make them available to your guests, along with pens. (If guests are making donations by check, ask them to complete a pledge card. This card collects legally required information.)
- Let guests know they can make gifts from their smartphones by visiting [www.ppvo.org/donate](http://www.ppvo.org/donate); you might also consider having a laptop or tablet open to this page.
- Collect all pledge cards and payments from guests in a large envelope. After your event, you'll bring this package to your local PPVO office. **Please do not mail your donations.** Please call our development team at **614-358-8726** if you would like assistance submitting your donations.

## SAMPLE FUNDRAISING REQUEST:

"As your friend and the organizer of this gathering, I'm asking for your generous support of Planned Parenthood Votes Ohio. The 2018 election is a turning point for Ohio, determining the future of women's rights in our state and whether Planned Parenthood health centers will be able to keep their doors open and provide reproductive health care services.

It is vital that we elect a pro-reproductive health and women's rights governor. In Ohio, 20 restrictions to health care access have become law since 2011. GOP gubernatorial candidate Mike DeWine has defended these unconstitutional bans in court, costing taxpayers millions of dollars. If elected, he has made it clear that he would continue his dangerous crusade against reproductive health care, endangering the health of tens of thousands of Ohioans.

PPVO is committed to electing candidates in our state who will support increased access to reproductive health care and fact-based sex education. There is only one gubernatorial candidate who meets these criteria, and we need to **do everything in our power to make sure Rich Cordray is elected!**

My personal fundraising goal this evening is **\$XXXX**. So far, we have raised **\$XXXX** (if you have already received donations from your cohost or online), including my own contribution of **\$XXX**. I ask now for you to show your support for reproductive rights in Ohio by making a donation that matches your commitment to this critical election.

Using the pledge cards or by visiting PPVO.org on your smartphone, please consider making a one-time gift or a recurring, monthly gift in any amount. Together, we can reach tonight's fundraising goal and make our collective voice heard in 2018...louder and clearer than ever before!

**Thank you so much** for showing up and supporting me, Planned Parenthood Votes Ohio, **AND** elected officials who will stand up for reproductive rights!"

# THANK YOU FOR SUPPORTING PPVOTES OHIO!

**I am proud to stand up for women’s rights and support Planned Parenthood Votes Ohio!**

- Please accept my one-time contribution of:  \$5,000  \$2,500  \$1,000  \$500  \$250  \$150  \$100  Other \$ \_\_\_\_\_
- Please accept my recurring monthly gift of \$ \_\_\_\_\_

**CONTACT INFORMATION:**

Name: \_\_\_\_\_ Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

**PAYMENT METHOD:**  Check (payable to PPVotes Ohio)  Credit Card  VISA  MASTERCARD  AMERICAN EXPRESS  DISCOVER

**CREDIT CARD INFORMATION:**

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_ CVV #: \_\_\_\_\_

**IMPORTANT! WE CANNOT PROCESS YOUR GIFT WITHOUT THIS INFORMATION.**

**BY DONATING TO PPVOTES OHIO, YOU CERTIFY THAT THE FOLLOWING STATEMENTS ARE TRUE AND ACCURATE:**

I am at least 18 years old; I am a United States citizen or an individual admitted with permanent residence status (e.g. a “green card holder”) and the funds for this contribution are from domestic (American) sources; and this contribution, whether personal or corporate, will not be reimbursed by another person or entity. Contributions to PPVO are not deductible as charitable contributions for federal income tax purposes. Contributions to PPVO from foreign nationals are prohibited.

**We are REQUIRED BY LAW to collect and report donors’ employment status and information. We MUST have this information to process your donation. Please provide the following:**

Occupation: \_\_\_\_\_  
 Employer: \_\_\_\_\_

- I'M RETIRED  I'M NOT EMPLOYED  I'M A STUDENT

Planned Parenthood Votes Ohio (PPVO) is registered with the Federal Election Commission (FEC) as an independent expenditure-only committee and may accept unlimited contributions from individuals, corporations, and other organizations. Your contribution is not subject to Federal Election Campaign Act (FECA) contribution limits. PPVO spending is independent, and PPVO does not make contributions to or coordinate its spending with, any candidates or political parties. However, PPVO funds are used in connection with independent expenditures for Ohio and federal elections.

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